

Abstract

Title: Economic Impact of Jizerska 50 on the Czech Republic and Liberec District

Objectives: The main objective of the thesis is to calculate the extent of the economic impact that the expenses of Jizerska 50 visitors have on Czech economy and the economy of Liberec District. The information about the amount and structure of the expenses plus other related information, i. e. the main data used for this calculation, were provided by Jizerska 50 participants themselves. The partial objective is to find out what impact do the expenses of the visitors have on income of public budgets and to compare them with public support of Jizerska 50.

Methods: The case study is based on analysis of internal secondary data from Raul agency, i.e. data that relate to Jizerska 50, and then primarily on the results from questionnaire constructions among its participants. The collected data were used for the calculation which quantified the economic impact of the expenses of the visitors on several indicators of Czech economy and Liberec District economy productivity.

Results: The thesis' results claim that 48th Jizerska 50 in year 2015 was visited by 13 183 visitors. Their expenses related to this event generated growth of Czech economy by more than 60,5 million CZK, out of which almost 18,5 million resulted in overall growth the Czech economy GDP. These expenses were able to create or maintain 42 jobs and employees were paid over 9 million CZK in a super-gross wage. The impact on the profit of legal persons and entrepreneurs amounted in nearly 5,3 million CZK and public budgets obtained almost 19,5 million CZK.

Keywords: sports event, economy of sports event, economic benefit, cross-country skiing